

I have the leads, now what ?

When marketing your thing, you need to have two things. One is the product that you are marketing, and the other is the lead. By “The Lead”, I mean the people, or person to whom you will be advertising, marketing, and sending new offers to, by mail, by email, or by organizing events to showcase what you have.

iAddress comes to ground everyone to reality, and close 99 percent of the guessing game that product marketers and advertisers play concerning the ROI data that he or she has to present to their boss after or before the campaign they are engaged into.

iAddress is a software that validates YOUR addresses, that you gather from YOUR customers, on a daily, weekly, monthly, or during a lifetime of your company, against the REAL database of addresses that exist in one country or another, and based on which the MAILMAN, wakes up each day to deliver you the mail !

This is very important. Because solid, accurate, and verified and validated addresses attract everyone, and not only YOUR or MY boss. The bosses, or your managers want results. You give them exactly what they want, not more not less.

iAddress is currently maintained by FlagshipSoftware, which site is always up to date with new things. It also has a monthly newsletter, concerning changes, updates, training and promotions regarding your software as shown below, with very easy, fast, and short learning curve to find



what you are looking for.

They also have updaters on their site, where you can easily find all recent updates regarding your product. As an example,

please see the image below:



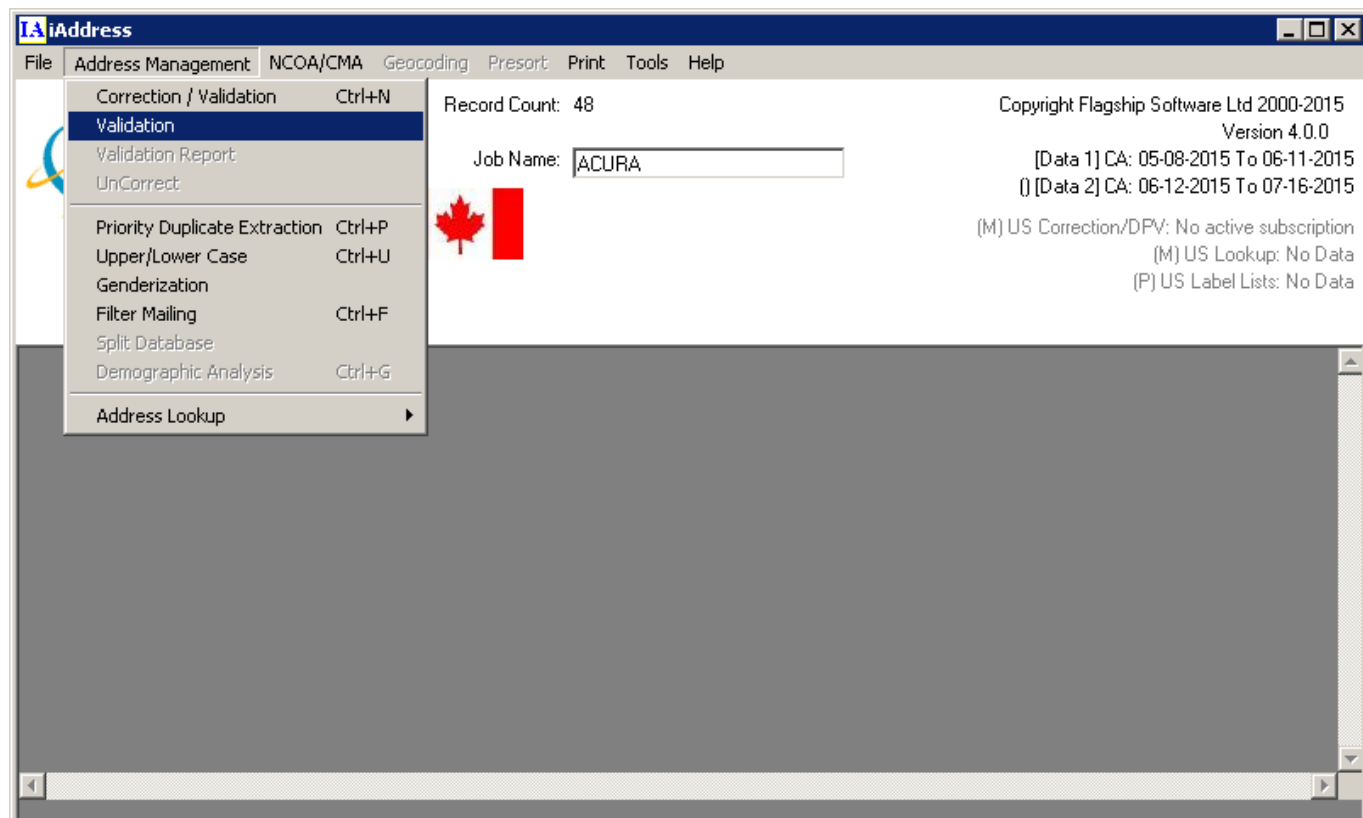
iAddress™ Updater

April 2015, Volume 8, Number 4

Canadian NCOA Changes Coming in 2016

On January 2, 2016, Canada Post will be introducing a new licensing structure for their National Change of Address (NCOA) data. Flagship Software Ltd. will be working to minimize any impact this has on our customers. Those that will be affected are being contacted directly by

After starting iAddress on your computer, you get the following screen, which presents you with many different options. You can VALIDATE your addresses (meaning your or your clients



Addresses), CORRECT them, in case they are misspelled, or formatted in a way that is not acceptable by mail delivery system requirements that you have in your country. You also get a welcome screen as such, where you have options to Create a new job, Open a recent job that you had, open an existing job, or use the Job Wizard Option. After choosing to create a New Job, and selecting an excel file with addresses, names, etc ... or database file with same info such as

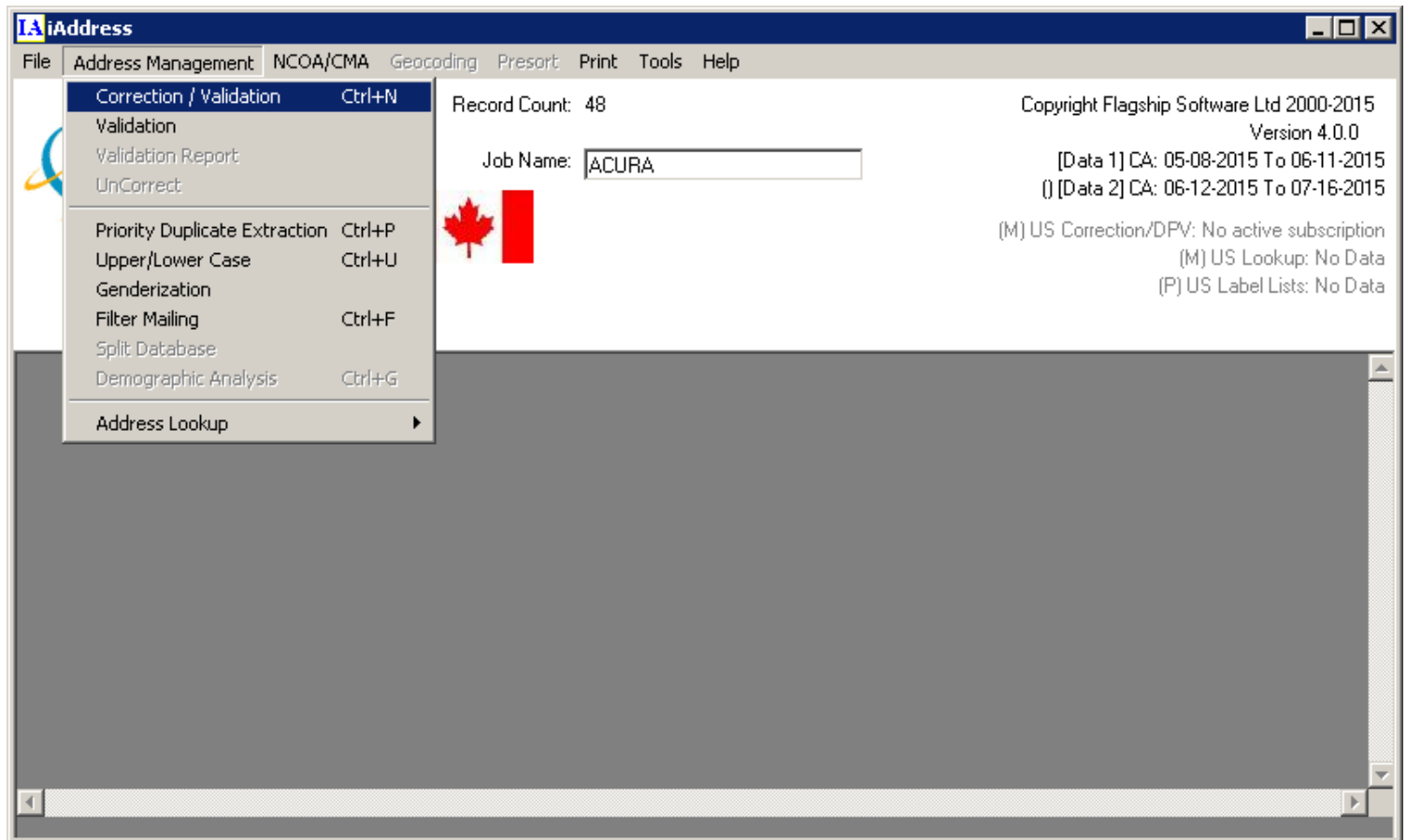


Microsoft Access, you will be prompted with the following options window,

where you will have excel file or database file fields window to the left, and FILLING options to the right, meaning that each field needs to be filled to the right part in order for the software to process everything correctly. Many options are available, but the most important ones are : “One field city province” with check box . If this checkbox is ticked, we are telling the program that in our excel file, we put city and province in single field. Because later, it might separate those two fields based on the official standards set in place. ☺

The header row option, is important to get the field names, removing it will remove the field names as well, so it is better to keep it.

In addition to VALIDATION option, we also have CORRECTION AND VALIDATION, as shown below:



After clicking on CORRECTION AND VALIDATION we will be presented with correction and validation options as shown below:

Correction Options

Mailing Date : 2015-06-01

Language Options

- ☒ Automatic
- ☐ All English
- ☐ All French
- ☐ Language by Province
- ☐ Language Indicator

Formatting Options

- ☐ Machineable
- ☒ Upper/Lower Case

Address Line Formatting

- ☐ No Preference
- ☐ Prefer 2 Line
- ☒ Force 1 Line

Amalgamation Mappings

- ☐ Lévis Amalgamation (Valid for mailings on or after February 12, 2015)

☐ Use Accents

☐ Western Style

☐ Shorten Address

☐ Update LVR

☒ Update Valids

☒ Minimum SERP Rural Standards

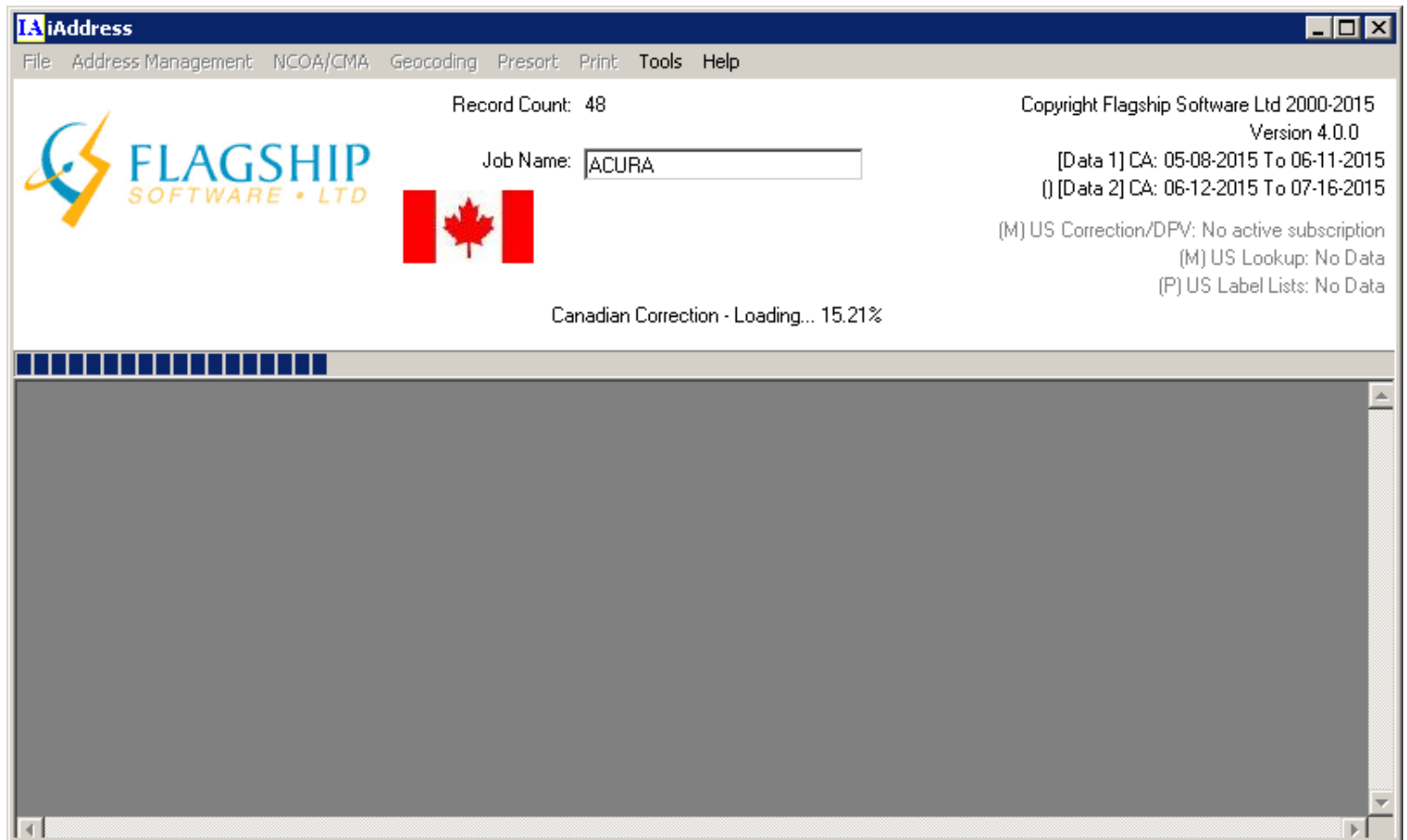
☒ Space in Postal Code (DM)

Use imported city name

Start **Cancel**

The important options to set here are Western Style (Address Western Style as set by the standards), etc ... Please remember that all those options are accepted and set by YOUR COUNTRY's MAIL DELIVERY SYSTEM !!! So you do not need to worry that if you chose one option over another, the latter will be accepted and the first option will not let you send the mail securely with CORRECT formatted label address !

We accept the default options and when we hit start button, we havet he following screen:



Now it is correcting and validating the list of addresses that we inputted into it, with our excel or database DBO file. After this we get a Validation and Correction report details showing us the number of VALID records, matched against the official Country's Mailing Database !!! The corrected addresses, which the program corrected, and the uncorrectable addresses, which later we may take to call the customer back and ask for detailed address, since their number is small compared to the total percent of addresses that we have on hand, thus saving big time and accuracy by doing this.

As this screen shows us, we can also see the Corrected Addresses, Uncorrected, and we can filter by correction type as well, to get what we want.

Validation Report		Corrected Report	Uncorrectable Report
Valid:	15		
Corrected Addresses:	0		
Uncorrectable Addresses:	33		
Foreign Addresses:	0		
Rural Questionable and Valid:	0		
Rural Questionable and Corrected:	0		
Questionable Rural Addresses:	0.0%		
Percent Valid Before Correction:	31.3%		
Percent Valid:	31.3%		
Total Records:	48		

☐ Do NOT display this window after the correction completes.

After clicking one of the buttons above, we get the detailed record by record sheet of addresses, with more FILTERING OPTIONS, as seen below (VALID RECORDS):

You can also see ALL THE DUPLICATE RECORDS that you have, as in example below BUT before doing this we need to go to: Address Management → Priority Duplicate Extraction option, after which we will see the following screen:

Criteria

Select fields to check for duplicates

☐ Address Line 1

☐ City

☐ Address Line 2

☐ Province

☐ First Name

☒ Postal / ZIP


☐ Last Name

☐ Name Line 1

☐ Name Line 2

☐ Name Line 3

Options

Percent Match for Name Fields % 

☒ Partial Names

☒ Ignore Rural Addresses

☐ Blank and non-blank names are not duplicates

☐ Records with all blank names are not part of duplicate processing.

Info

Total Records:

48

Records with Duplicates:

0

Duplicates:

0

Common Records:

0

Process

Save Job

Set Priority

Priority Order

Length

Duplicates

Delete

View / Print

Export

Print Report

Common Records

Subtract

View / Print

Export

Print Report

Select Kill File

Close

We choose our options, press start, and voila:

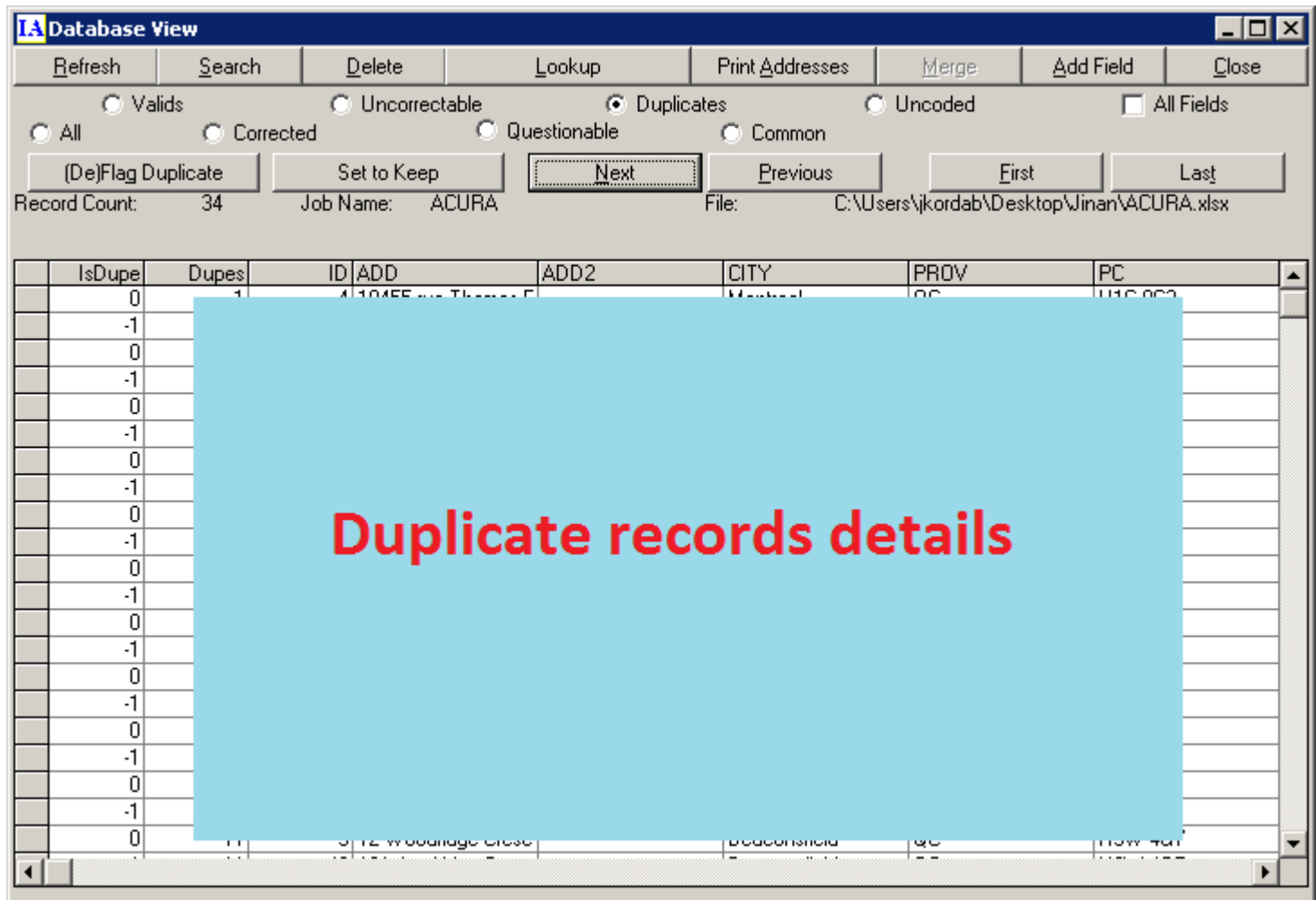
Duplicate Extraction									
Criteria Select fields to check for duplicates <input type="checkbox"/> Address Line 1 <input type="checkbox"/> City <input type="checkbox"/> Province <input type="checkbox"/> Address Line 2 <input checked="" type="checkbox"/> Postal / ZIP <input type="checkbox"/> First Name <input type="checkbox"/> Name Line 1 <input type="checkbox"/> Name Line 2 <input type="checkbox"/> Last Name <input type="checkbox"/> Name Line 3									
Options Percent Match for Name Fields <input type="text" value="75"/> % <input checked="" type="checkbox"/> Partial Names ? <input checked="" type="checkbox"/> Ignore Rural Addresses <input type="checkbox"/> Blank and non-blank names are not duplicates ? <input type="checkbox"/> Records with all blank names are not part of duplicate processing. ?									
Info <table> <tr> <td>Total Records:</td> <td>48</td> </tr> <tr> <td>Records with Duplicates:</td> <td>22</td> </tr> <tr> <td>Duplicates:</td> <td>22</td> </tr> <tr> <td>Common Records:</td> <td>0</td> </tr> </table>		Total Records:	48	Records with Duplicates:	22	Duplicates:	22	Common Records:	0
Total Records:	48								
Records with Duplicates:	22								
Duplicates:	22								
Common Records:	0								

Dupe took less than a minute to complete.

Priority Order
Length ▼

Duplicates	Common Records	
<input type="button" value="Delete"/>	<input type="button" value="View / Print"/>	<input type="button" value="Select Kill File"/>
<input type="button" value="Export"/>	<input type="button" value="Print Report"/>	
<input type="button" value="Process"/>	<input type="button" value="Save Job"/>	<input type="button" value="Close"/>

It is processing our selection, and then and ONLY then we get this, as shown below:

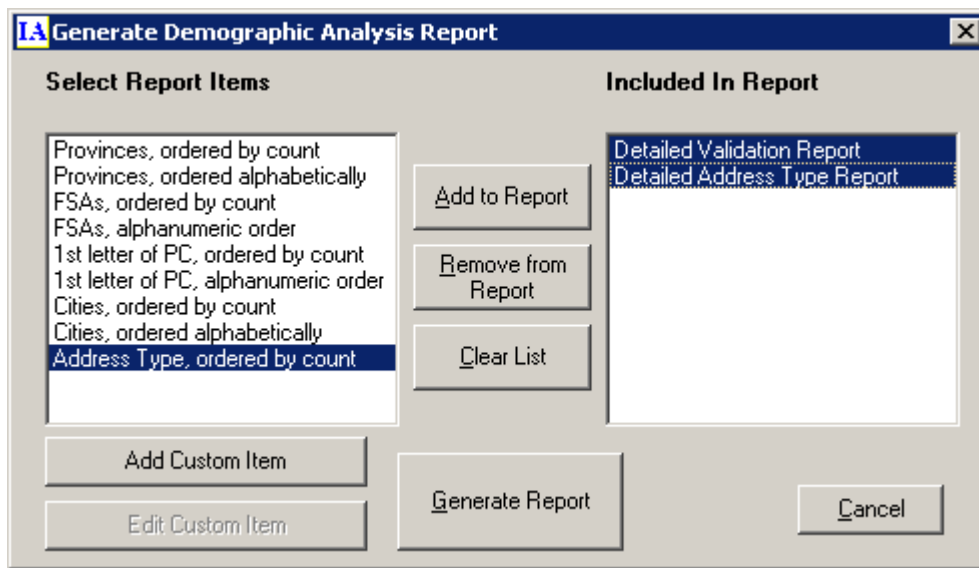


Please be careful, or at least a bit aware, because the screen above, will never show up unless you choose the option from Address Management → Priority Duplicate Extraction, choosing your options and pressing Process button. 😊

Demographics and Geocoding

iAddress also lets us work with demographics and geocoding. What is this and why do we need those features for marketing and advertising and lead generation and ROI for upper management ? The answer is that if for less than a second, I could get corrected, valid, true, and accurate breakdown of my clients by city, state, or country that they are living in, I could encourage my boss or manager to invest more in the next coming months into that city, province, or country !

Let's take Demographics for example: If we go to Address Management → Demographics Analysis, we will see the following screen, but remember that this option is available only if we correct and validate our data first:



Generate Demographic Analysis Report

Select Report Items

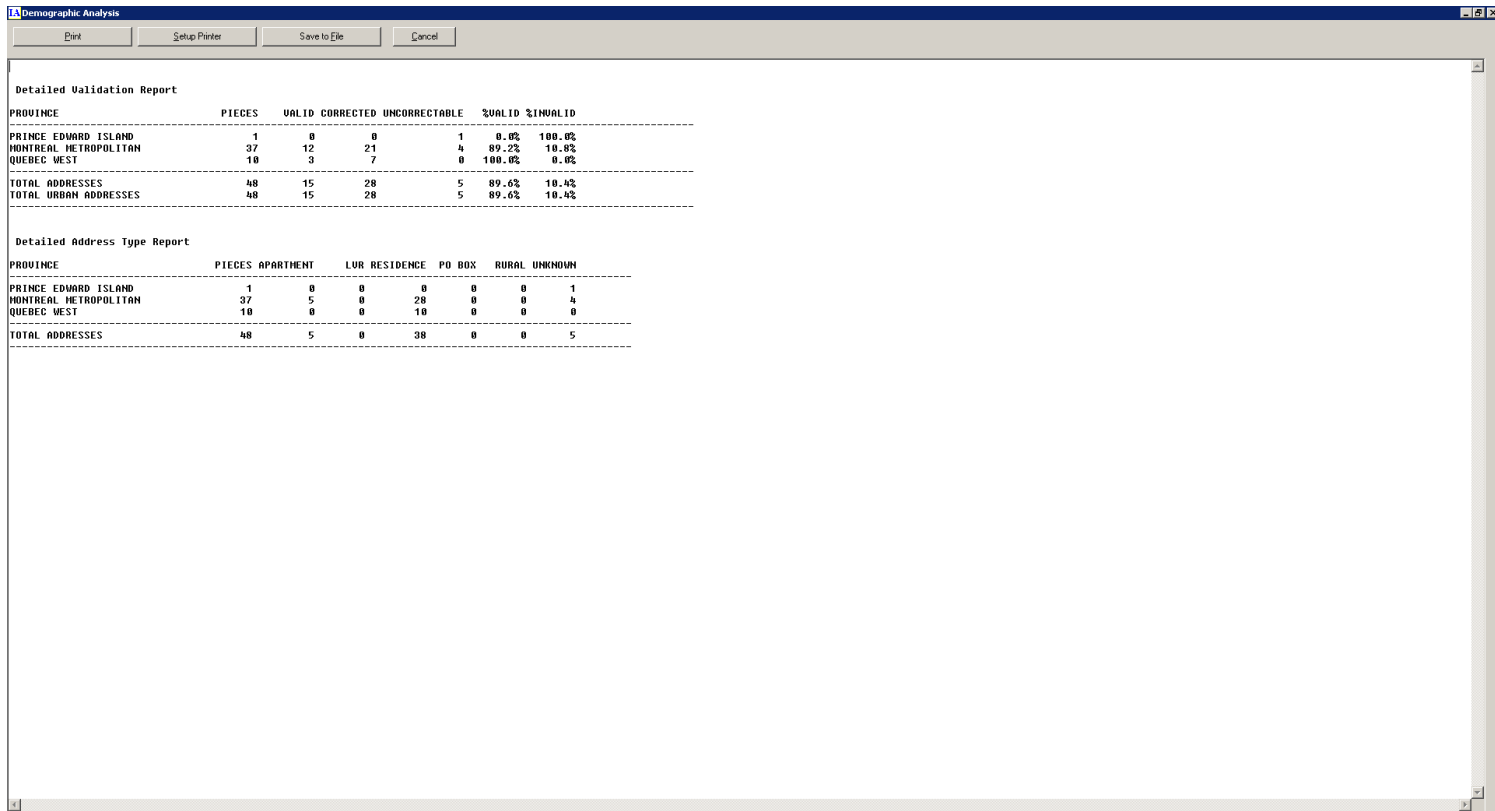
- Provinces, ordered by count
- Provinces, ordered alphabetically
- FSAs, ordered by count
- FSAs, alphanumeric order
- 1st letter of PC, ordered by count
- 1st letter of PC, alphanumeric order
- Cities, ordered by count
- Cities, ordered alphabetically
- Address Type, ordered by count**

Included In Report

- Detailed Validation Report**
- Detailed Address Type Report**

Buttons: Add to Report, Remove from Report, Clear List, Add Custom Item, Edit Custom Item, Generate Report, Cancel

I choose the report items that I want to include in the report, and I click on Generate Report button, after which I get the following screen, with Demographics Analysis with my data:



Demographic Analysis

Buttons: Print, Setup Printer, Save to File, Cancel

Detailed Validation Report

PROVINCE	PIECES	VALID	CORRECTED	UNCORRECTABLE	%VALID	%INVALID
PRINCE EDWARD ISLAND	1	0	0	1	0.0%	100.0%
MONTREAL METROPOLITAN	37	12	21	4	89.2%	10.8%
QUEBEC WEST	10	3	7	0	100.0%	0.0%
TOTAL ADDRESSES	48	15	28	5	89.6%	10.4%

Detailed Address Type Report

PROVINCE	PIECES	APARTMENT	LUR RESIDENCE	PO BOX	RURAL	UNKNOWN
PRINCE EDWARD ISLAND	1	0	0	0	0	1
MONTREAL METROPOLITAN	37	5	0	28	0	4
QUEBEC WEST	10	0	0	10	0	0
TOTAL ADDRESSES	48	5	0	38	0	5

Another analysis with the **CITY** breakdown, as shown below:

Demographic Analysis

Print

Setup Printer

Save to File

Cancel

Detailed Validation Report

PROVINCE	PIECES	VALID	CORRECTED	UNCORRECTABLE	%VALID	%INVALID
PRINCE EDWARD ISLAND	1	0	0	1	0.0%	100.0%
MONTREAL METROPOLITAN	37	12	21	4	89.2%	10.8%
QUEBEC WEST	10	3	7	0	100.0%	0.0%
TOTAL ADDRESSES	48	15	28	5	89.6%	10.4%
TOTAL URBAN ADDRESSES	48	15	28	5	89.6%	10.4%

Detailed Address Type Report

PROVINCE	PIECES	APARTMENT	LUR RESIDENCE	PO BOX	RURAL	UNKNOWN
PRINCE EDWARD ISLAND	1	0	0	0	0	1
MONTREAL METROPOLITAN	37	5	0	28	0	4
QUEBEC WEST	10	0	0	10	0	0
TOTAL ADDRESSES	48	5	0	38	0	5

City Breakdown

Beaconsfield	4
Camdian	2
Dollard-Des-Ormeaux	2
Dorval	1
Hampstead	1
Ile Bizard	1
Ile Bizard,qc	1
Kirkland	4
Lasalle	2
Laval	2
Montreal	4
Oka	2
Pierrefonds	9
Pointe-Claire	2
Saint-Laurent	2
Saint-Lazare	2
Terrebonne	4
Verdon	1
Verdon,qc	1
Ville	1

Address Type Breakdown (Valid and Corrected Addresses)

Residence	38
Apartment	5

Geocoding, on the other hand, is mapping real addresses to geo location codes that are use the Latitude and Longitude notation, as on Google Maps Options page, where one gets to select different search options. To use the geocoding feature in iAddress,

Geocoding

This Canadian **Geocoding** module will determine the longitude and latitude of each Postal Code^{OM} in your mailing list. A list of Postal Codes^{OM} may also be entered to match against your mailing list to find which Postal Code^{OM} is closest to each of your records; the closest Postal Code^{OM} and the distance will be returned.

We use the following option Geocoding → Run Geocoding, after which we get the following screen as shown below:

iAddress Geocoding [X]

Geocoding will determine the longitude and latitude of each postal code in your mailing list. Enter a list of postal codes to have the closest postal code and the distance results returned.

☒ Signed Degrees (e.g. 40.7486, -73.9864)
☐ Unsigned Degrees (e.g. 40°44'55"N, 73°59'11"W)

☒ Create a distance list

PC	Longitude	Latitude
H9W5R7	45.43394	-73.8342
H9W5R7	45.43394	-73.8342
J0N1E0	45.74759	-74.2754
J0N1E0	45.74759	-74.2754
J5R3M8	45.38811	-73.5129
J5R3M8	45.38811	-73.5129
J6X4P6	45.71408	-73.6836
J6X4P6	45.71408	-73.6836
J6Y1A9	45.70095	-73.7836
J6Y1A9	45.70095	-73.7836
J7T3H2	45.41512	-74.1565

Input: []

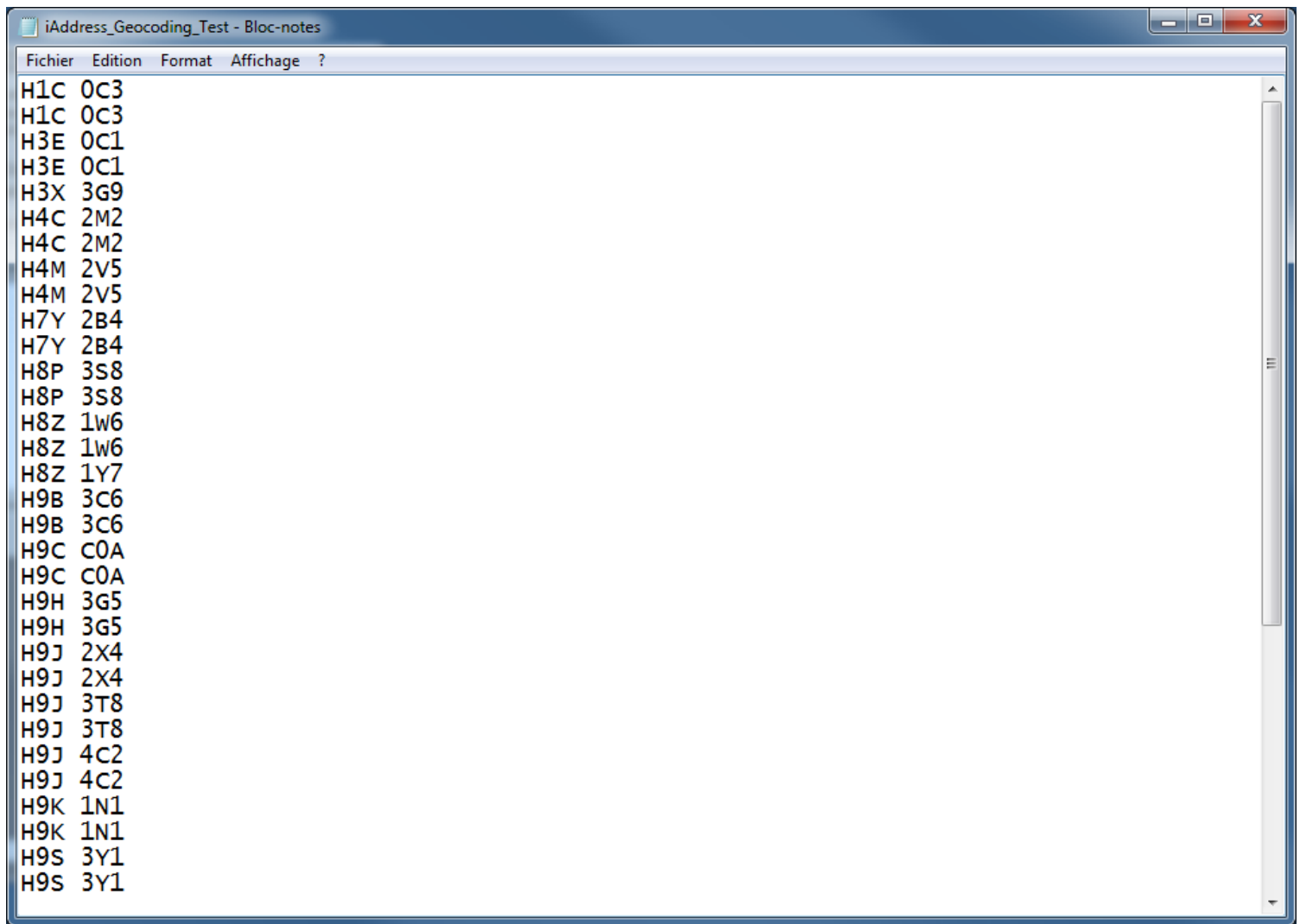
<< Add Postal Code

Remove Postal Code(s)

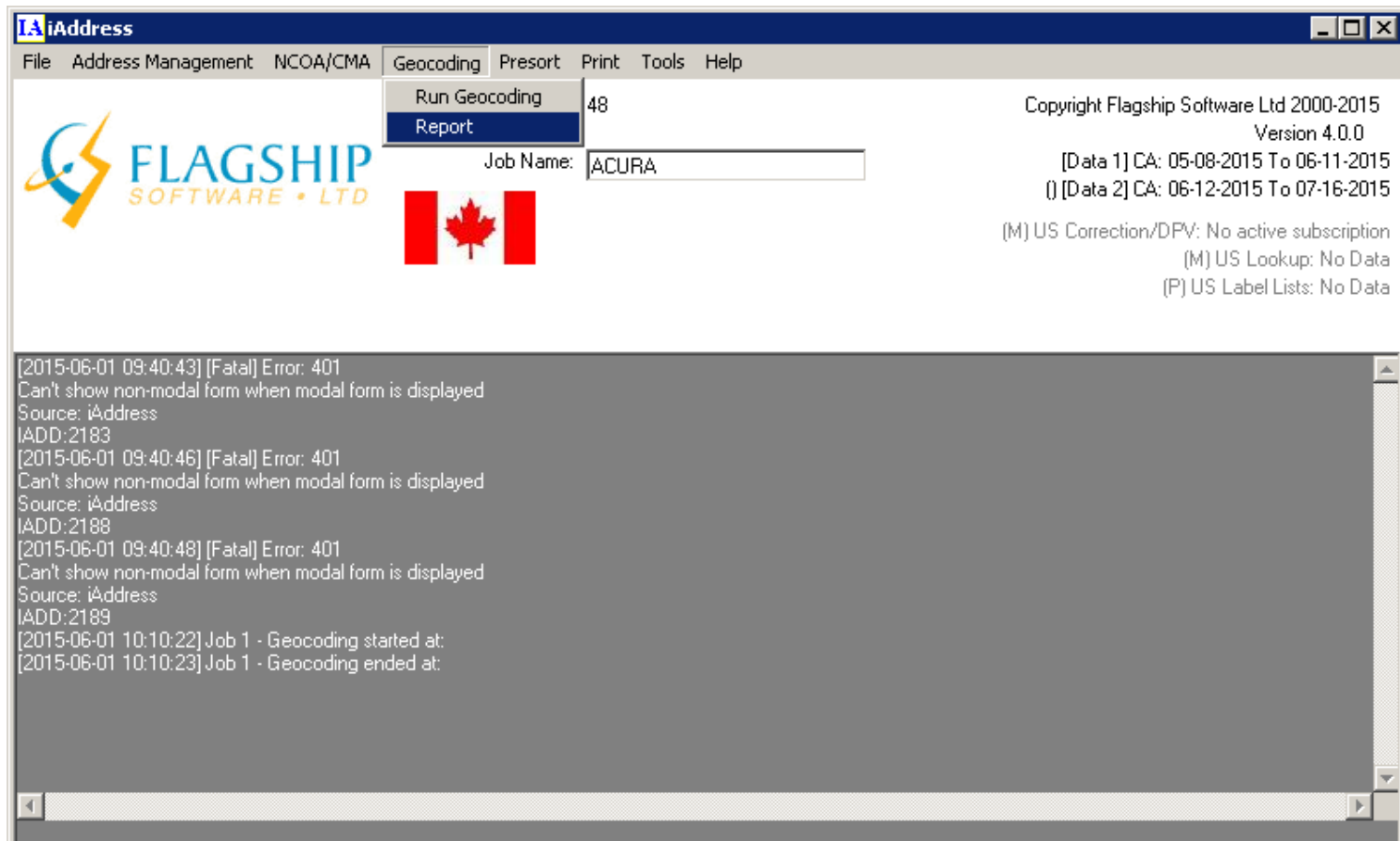
Add From File

Process Cancel

We Add From File the addresses (postal). As an example, this is the postal input address TEXT FILE:



And, after working with iAddress during the same session, one can see all the errors, and notifications in one place on main screen, they just pop up automatically, we do not need to configure anything, as shown below:



There are also printing tools, where one can print to Windows and DOS printing, with configuration settings for both. But the real heavyweight lifting here is to correct and validate the mail and home addresses to which one will be targeting his marketing campaign.

At the end of the day, I can present clean and accurate report to the management and show the NUMBERS as well !!!

I also recorded a short video, if someone is interested, that shows the taste and a little bit of heads up on working with iAddress:

<https://youtu.be/7VJX9OgzWXw>

Thank you,

Jinan Kordab

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